

# MASTER ADVERTISING

GRADUATE CLASSES AT SMU'S TEMERLIN ADVERTISING INSTITUTE  
DISTINGUISH YOU FROM EVERYONE ELSE.

Make yourself more marketable as a communications professional. Stay current, build your leadership acumen, and be recognized for bringing innovative ideas back to work.

Whether you see yourself in senior management, or value the skills to lead your own agency, TAI faculty members have been there. Share one or two nights a week with industry leaders and acclaimed academics to ready yourself for your next step.

- Take one or more evening classes that fit **your** schedule
- Topics based on **your** interests and needs
- Small classes build **your** professional network
- **Earn** graduate credit without a full-time commitment

## CLASS OPTIONS

### FALL

Consumer Insight & Persuasion (C)	10 Weeks
Advertising as a Cultural Force (C)	10 Weeks
Metrics & Analytics (C)	10 Weeks
Capstone (C)	10 Weeks
Special Topics: Entertainment Marketing (E)	10 Weeks
New Business Development & Procurement (E)	5 Weeks
Search Engine Optimization & Marketing (E)	5 Weeks
Digital Marketing Content & Copy Strategies (E)	5 Weeks

### SPRING

Social Media Engagement Strategies (C)	10 Weeks
Marketing Communications Management (C)	10 Weeks
Digital Marketing Analytics (C)	10 Weeks
Creativity as Problem Solving (E)	10 Weeks
Media or Multi-Cultural (E)	10 Weeks
Capstone (C)	10 Weeks
B2B Advertising (E)	5 Weeks
Experience Design (E)	5 Weeks

### SUMMER

Agency Management (E)	10 Weeks
Leadership (E)	10 Weeks
Capstone (C)	10 Weeks

### DESTINATION CLASSES (about one week)

The Advertising Industry in NYC or Dallas, SXSW Interactive Conference, Cannes Lions

**Personal growth. Professional distinction.**



**SMU**

TEMERLIN  
ADVERTISING  
INSTITUTE

# STRATEGIC ADVERTISING SPECIALIST

## ENROLL. EXPLORE. EARN CREDIT.

STACK CREDITS TOWARD A CERTIFICATE OR MASTERS DEGREE

SMU's flexible advertising programs are designed for marketing professionals who want to enhance knowledge, or those wanting career preparation while keeping options open.

With small class sizes, industry professionals and leading academics as instructors, the Temerlin Advertising Institute promises unique networking opportunities and an applied education for real-world impact.

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### **CERTIFICATE PROGRAM** (18 credit hours)

#### **3 Core + 3 Electives**

- 2 Core Classes (C)
- 1 Research/Analytics Class (C)
- 3 Elective Classes (E)

### **M.A. IN ADVERTISING** (36 credit hours)

#### **6 Core + 6 Electives**

- 4 Core Classes (C)
  - 1 Research/Analytics Class (C)
  - 1 Capstone Experience (C)
  - 6 Elective Classes (E)
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### **Combine core classes with electives to meet your individual needs.**

#### **Core Classes** (C)

- Consumer Insight & Persuasion
- Advertising as a Cultural Force
- Marketing Communications Management
- Social Media Engagement Strategies
- One Research/Analytics Class
- One Capstone Experience (*Campaigns, Professional Report, Thesis, or Internship*)

#### **Elective Classes** (E)

Choose electives to build expertise in the areas of Agency Leadership, Consumer Insight, Digital Marketing, or Interdisciplinary Specializations.

Account Planning  
Agency Management  
Brand Loyalty & Gamification  
Creative Problem Solving  
International Advertising  
New Business Development & Procurement  
Responsibility & Social Entrepreneurship  
Strategic Communications for Non-Profits

Content & Email Marketing  
Digital, Social & Mobile Marketing  
Marketing Mix Analysis  
PPC, Paid Search, Retargeting, & SEO/SEM  
Qualitative & Quantitative Research  
Shopper Marketing  
One-week Destinations: NYC | SXSW | Cannes  
*and more*

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#### **FOR MORE INFORMATION**

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